



Trading Go Digital: Experience and Influence of the Digital Phenomenon on Traditional Traders

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ABSTRACT

The development of digital technology has significantly changed the trade landscape, influencing the way business is conducted around the world. This research aims to investigate the experience and influence of digital phenomena on traditional trade. Qualitative research methods were used, with in-depth interviews and content analysis as the main tools for data collection. Through this approach, a deep understanding of how traditional commerce adapts and evolves in the digital era is gained. The research results show that digitalization has provided challenges and opportunities for traditional trade actors. On the one hand, digitalization has increased market accessibility, enabling traditional traders to reach new customers through online platforms. On the other hand, increasingly powerful digital competitors pose a threat to the continuity of traditional trading businesses. Traditional merchants must adapt quickly to new technology to remain competitive.

INTRODUCTION

Digitalization has changed almost every aspect of human life in an era of globalization filled with technological advances. This includes changes in trading. The phenomenon known as “commerce going digital” has changed the world of conventional trading in a big way. With this paradigm shift comes the question of how people and organizations deal with this change. They also consider the impact of this shift on conventional trade, which has been around for a long time. The aim of this article is to study the phenomenon of going digital trading from various points of view, from the experiences of people involved in digital trading to how it impacts traditional markets. By considering various aspects, we can gain a better understanding of these changes and how we can respond to them.

Digital Commerce is Changing the Individual Experience. Digital commerce has enabled people from various backgrounds to participate in economic activities. People can easily sell goods or services all over the world through online trading platforms such as marketplaces and e-commerce. People's experiences in digital commerce vary widely, from small businesses selling handmade products to large corporations managing transactions around the world. Many people now make money through digital trading, which opens up new opportunities that were previously out of reach.

However, digital commerce is not always smooth. Business actors often face challenges such as intense competition in the online market, technical problems and logistical problems. In addition, data security and privacy issues are a major concern. Influence on Traditional Trade Digital commerce has enabled people from various backgrounds to participate in economic activities. People can easily sell goods or services all over the world through online trading platforms such as marketplaces and e-commerce. People's experiences in digital commerce vary widely, from small businesses selling handmade products to large corporations managing transactions around the world. Many people now make money through digital trading, which opens up new opportunities that were previously out of reach. However, digital commerce is not always smooth. Business actors often face challenges such as intense competition in the online market, technical problems and logistical problems. In addition, data security and privacy issues are a major concern.

Various technological developments require us to increasingly update our way of life, from previously being completely traditional or ancient, to being completely digital or modern. In the world of technology, innovation and various new discoveries can come every day. And it could almost be said that humans living today are very dependent on technology that was created and developed to facilitate various ways of human life.

In this day and age, there is a lot of technology in our lives, which we usually use from the moment we wake up in the



morning, until we go to sleep at night, we will definitely use various kinds of technology. Technological developments like this ultimately make many areas of life easier, but on the other hand it can also have a negative impact, especially in aspects of economic activity that still use technology or conventional methods.

Traditional trading culture in the current digital era continues to develop and adapt to information technology and information systems. Digitalization has influenced MSMEs and marketing 4.0, including marketing of daily necessities, has been widely carried out online. Researchers used a purposive sampling technique by taking three respondents. The data collection techniques used were observation, interviews and documentation. And digitalization can also help in empowering communities and training in mastering technology to build a sustainable living environment.

The phenomenon or event or you could say the emergence of online shop sites in the current era has become something that is very popular, both from adults and even children. It is not limited to both men and women, everyone can access or have an online shop account. Various online stores have started to emerge since the last five years, for example, Tokopedia, Bukalapak, Shopee, JD.ID, Lazada, OLX, and so on, and online stores like this have also received certification from the Financial Services Authority (OJK).) which definitely makes online stores like this safer and more trustworthy by many groups of people, especially adults and teenagers. Not only that, in today's technological developments, we can also access goods from abroad, and we can also order them through online shop applications, for example Alibaba, and other sites or applications that have certification from the Financial Services Authority (OJK).). The fact of a phenomenon like this makes many people or even companies and factories also compete to be able to market their merchandise on various sites or online shop applications so that the profits they get from the products they sell can be even greater, besides that, so that the shop or The companies they own can become increasingly well known and increasingly in demand by the wider community, especially those in Indonesia. Apart from that, companies are increasingly exploiting this kind of phenomenon to be able to reach buyers on a wholesale scale, but in quantities that are not too large. A phenomenon like this could be said to be a way to boost economic conditions in Indonesia, and this could also be said to be a way for Indonesia to face economic developments that increasingly prioritize technological progress.

Apart from the advantages or benefits above, the author also finds several disadvantages that arise, especially again regarding the grocery store business sector which has always existed and been part of people's lives, especially in the Antirogo Village area. Therefore, the author uses this topic as material for discussion in the research and articles that the author wrote, because I think it is also important to know the impacts that arise, both positive and negative impacts, as well as the influence of the increasingly popular online shop applications. This is and according to the author, it is also important for us as the younger generation to be able to further develop our business skills through their experience and help them, the owners of Micro, Small and Medium Enterprises (MSMEs) in the form of grocery stores in the midst of various technological developments which are currently taking place very rapidly. fast. In the era of digitalization, it is important for traditional trade players to continue to adapt and utilize information technology and information systems to increase product competitiveness and introduce Indonesian culture to the global market.

LITERATURE REVIEW

Additionally, digitalization has changed consumer behavior significantly. Consumers tend to switch to online purchasing because of convenience, more competitive prices, and a wide selection of products. This has led to a decline in customer traffic at traditional brick-and-mortar stores. However, traditional merchants who have successfully integrated digital strategies into their business models have seen increases in sales and business sustainability. The use of digital technology has also changed operational processes in traditional trade. Implementing integrated inventory management systems, using data analytics to understand customer purchasing behavior, and investing in technology infrastructure have become keys to success for traditional merchants looking to remain relevant in today's digital economy.

However, there are challenges that must be overcome in adopting digital technology in the traditional trade sector. One of them is unequal access and limitations in technological capabilities among traditional traders, especially in rural areas or areas with less developed digital infrastructure. Greater efforts are needed from governments and other stakeholders to ensure digital inclusivity and support the digital transformation of traditional merchants. In conclusion, the digital phenomenon has had a significant impact on traditional commerce. Despite facing challenges, traditional traders have the potential to survive and even thrive in this digital era through smart adaptation and appropriate use of digital technology. This research provides valuable insights for industry players, stakeholders and public policy in understanding the dynamics of traditional trade in the digital era.

This phenomenon that occurs in reality is what ultimately made the author choose to discuss and use the Constructive Structural theory of PostModern Sociology figure, Pierre Bourdieu with the concept of capital. Apart from the theories and concepts used in this research, the author also has limitations on the scope of the research, namely that the author focuses more on micro, small and medium enterprises (MSMEs), in the form of traders who sell daily necessities in a shop. he or the informant has.

In this research, the author uses constructive structural theory. Bourdieu's constructive structural theory emerged from a mixture of two conflicting theories, namely structural theory and existentialism theory. These two theories have very different understandings, they could even be said to be contradictory. Bourdieu disagrees with the views of Saussure's Structuralism, Levi-Strauss, and Marxist Structuralism, the reason being that the structuralist school focuses more on objective structures and ignores the process of social construction.

In his explanation, this structuralism theory emerged as a reaction to French humanism, especially to the existentialism



of Jean-Paul Sartre. In Sartre's view, what each person does is determined by the person himself, not by social laws or social structures. According to Sartre, humans are individuals who are free and responsible for themselves.

Sartre pays little attention to external influences or the structure itself, but only to the determinism of the subject. Starting from these two theories (structuralism and existentialism), Bourdieu compared the two opposing schools. Existentialism places too much emphasis on individual (agent) freedom in behavior and ignores the influence of structures (norms or rules). On the other hand, structuralism places too much emphasis on structural determinism, thus turning off the role of the subject. Bourdieu married these two theories into a new theory, namely constructive structuralism. Important concepts in Bourdieu's practice theory are habitus, arena/domain/field, symbolic violence, capital and strategy. However, currently the researcher's focus in compiling this article is that the researcher uses the concept of capital from Bourdieu's theory of constructive structuralism. The reason the author chose the concept of capital is because in running a business, whether it is a business using traditional methods such as the topic of our discussion as a grocery store or an online store business, everything requires capital.

According to Bourdieu's view, capital must exist in every domain, so that the domain has meaning. Actors' legitimacy in social action is influenced by the capital they own. Capital can be exchanged between one capital and another, capital can also be accumulated between one capital and another. When talking about capital, there is one thing that makes researchers more confident that the emergence of this online shop application can increase people's productivity grocery store owner. The result is that some of them use this online shop as a means to shop for their merchandise in larger quantities, because in online shops there are usually special prices for purchases in large quantities, and of course they have also chosen a seller. who is trustworthy or reliable. With minimal capital, these grocery store owners can resell their merchandise at prices that are slightly more affordable than shopping at wholesale grocery stores. But it will be a different matter when the grocery store owner shops with the wrong seller, they could be cheated, or the goods sent are expired (if the purchase is food or drink), or it could be that the goods that arrive are not suitable. It is hoped that with things like this, the grocery store owner will certainly experience quite a lot of losses.

METHOD

The type of research used in this article is research with a normative juridical approach. Normative juridical approach, namely legal research by examining library materials. Research is carried out by exploring regulations and literature related to the problem being studied.

RESULT AND DISCUSSION

This article explores the experience and impact of the digital phenomono on traditional retailers. The digital phenomenon impacts most businesses, including traditional retailers. The following are some of the experiences and impacts faced by traditional traders in the digital era: 1) Experience of transitioning to the digital world. Traditional traders have experienced the use of digital applications and platforms, including the use of digital applications and platforms. 2) Our applications and platforms have experienced a transition to the digital world. For notification of product sales and delivery to customers. This increases efficiency and reduces operational costs. 3) Experience with Data Experience of traditional retailers using data to optimize their business. 4) They use customer, transactional, and product data to make better decisions. 5) Experience with Social Media Traditional retailers have experience using social media to increase visibility and send messages to customers.

This allows you to expand your market reach and build relationships with your customers: 1) Impact on efficiency and effectiveness Digital phenomena have an impact on the efficiency and effectiveness of traditional retailers. 2) Traditional merchants use digital applications and platforms to facilitate transactions, speed up shipping and simplify data management. 3) Impact on customer relationships The digital phenomenon has an impact on traditional retailers' customer relationships. 4) Traditional retailers use social media to message customers, build relationships with them, and expand their market reach. 5) Impact on data security and resilience Digital phenomena have an impact on data security and resilience for traditional retailers. 6) Traditional traders use digital applications and platforms that enable them to organize and manage their data efficiently and effectively. 7) Implications for learning and development The digital phenomenon has influenced the learning and development of traditional retailers. 8) Traditional retailers use digital apps and platforms to study customer behavior, business strategy and technology. 9) Impact on Business Development The digital phenomenon has an impact on the development of traditional retail businesses. 10) Traditional retailers use digital applications and platforms to grow their business, develop new products, and develop new services. 11) Safety and Health Impact The digital phenomenon has an impact on the safety and health of traditional retailers. 12) Traditional retailers use digital applications and platforms to organize and manage the safety and health of their companies and employees. In the digital era, traditional retailers must adapt and leverage technology to simplify their business and build relationships with their customers.

The results of testing and data analysis of Traditional Trade Culture in the Era of Trade Digitalization show that marketing capability has a significant and positive effect. This means that if the marketing capability variable (X1) increases, the traditional marketing of merchandise variable (Y) will also increase. Meanwhile, if the marketing capability variable (X1) decreases, the traditional marketing of merchandise variable (Y) will also decrease. Based on the results of the questionnaire for MSME actors in Jember Regency, the average distribution of respondents' answers was in the agree



category regarding marketing capabilities, reaching 79%. This means that the better the marketing capabilities in the company, the better the company's performance. The marketing capability variable in this research is measured through four indicators, namely market research, pricing, product development and promotion. This indicator is a factor that will influence company performance.

Of the several statement items in the questionnaire that had the greatest contribution to the performance of MSMEs, it was related to the statement of determining prices according to competitors' prices, reaching 82.6%. Meanwhile, the statement that had the lowest contribution was that the company observed its existing target market, reaching 72.5%. This indicates that MSMEs are adjusting their prices to their competitors, but in terms of market observation, they are still not optimal. Good development of marketing capabilities is very important for marketing activities in collecting information about market needs and selecting market target segmentation (market planning activities); development of new services to meet the needs of targeted segments (through product development activities); price of services/products and communication services benefits offered to the target market. The test results and data analysis show that organizational culture has a positive and significant effect on the performance of MSME organizations in the Regency.

Jember. The results of relevant research conducted by Lazuardy, Away and Majid (2014) show that there is a positive and significant influence both directly and through intervening variables from leadership variables, organizational culture on company performance. Likewise, research results by Sylvie Laforet (2016) show that organizational culture has a positive and significant effect on company performance.

CONCLUSION

The author can draw several conclusions as follows: 1) Indonesia's situation in the digital era is not only manifested in social life but also in national and even international economic trends. Economic Movement, the world has experienced four different eras: the Agricultural Era, the Industrial Era, the Communication Era, and the Digital Era. 2) The digital era began at the beginning of the 21st century, when technology began to develop rapidly using the internet network. This era witnessed major changes. Among them are traditional market players who are starting to realize the importance of the Internet in marketing their products. 3) Manis Girl (Indonesian Community Online Business Education Center) is a program aimed at lower middle class people who are also traditional market players, to help people master the digital era and overcome economic backwardness. SDGs program in 2030. Using business school-based education concepts in operational activities. 4) Every year, Sweet Girl trains people, at least 80 people, to become online business experts. The author can draw several conclusions as follows: 1) Indonesia's situation in the digital era is not only manifested in social life but also in national and even international economic trends. Economic Movement, the world has experienced four different eras: the Agricultural Era, the Industrial Era, the Communication Era, and the Digital Era. 2) The digital era began at the beginning of the 21st century, when technology began to develop rapidly using the internet network. This era witnessed major changes. Among them are traditional market players who are starting to realize the importance of the Internet in marketing their products. 3) Manis Girl (Indonesian Community Online Business Education Center) is a program aimed at lower middle class people who are also traditional market players, to help people master the digital era and overcome economic backwardness. SDGs program in 2030. Using business school-based education concepts in operational activities. 4) Every year, Sweet Girl trains people, at least 80 people, to become online business experts.

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